



Public Works Department
123 E. Anapamu Street • Santa Barbara, CA 93101
www.countyofsb.org
(805) 568-3000 • FAX (805) 568-3019

P R E S S R E L E A S E

News Media Contact:

Cinnamon McIntosh
(805) 568-3541
cmcinto@cosbpw.net

PWWA100141
July 6, 2010
FOR IMMEDIATE RELEASE

Len Fleckenstein, Water Conservation Specialist
Public Works Department, Water Resources Division
Santa Barbara County Water Agency
(805) 568-3545
lflecken@cosbpw.net

County Students Star in Local Ads for Water Conservation

Local high school students are starring in a newly launched Water Conservation Media Campaign sponsored by the Family of Santa Barbara Water Providers. Radio and television ads have begun airing across Santa Barbara County, featuring these local high school students in creative and entertaining spots promoting water conservation.

A former Dos Pueblos High School student created the video in which he portrays "Hank" as a clever and efficient water user. "Hank" drew on his passion for the environment and his interest in film to create this informative spot which is airing as both a TV video and a radio ad. In other ads, County residents can watch the "Water Boy" learn the value of water conservation; and enjoy hip high schoolers sing in rap the praises of saving all that H2O!

All of these attention-grabbing ads are from videos produced by high school students during prior-years' competitions in the County-wide "High School Water Awareness Video Contest". For these specific ads, winning videos were from Dos Pueblos and Cabrillo high schools.

Local water providers from across the County, along with the County Water Agency, have collaborated annually to fund the high school video contest for the past ten years. These same agencies, with key technical support from Santa Barbara City TV, likewise collaborated to produce and air these ads. The ads are timely reminders of the need to conserve water, especially during the summer months when demand for water inevitably increases.

Additional information, and a link to the video ads, may be found on the Family of Santa Barbara Water Providers' water conservation website: www.sbwater.org. This same site also has links to current (2010) and prior year video contest winners.

###